

Planning & Publicizing

A Cultural Event

Thursday, May 12, 1983
9 a.m.-5 p.m.

This one-day seminar introduces the basic methods used to successfully plan, promote and present a season of performances. It is designed to familiarize participants with concepts essential to effective management. Literature will be distributed during the presentations.

Highlights include:

- Planning a Season/Cultural Event
- Finding and Selecting Artists
- Negotiating and Contracting
- Budgeting
- Promotion and Publicity
- Marketing; Pricing

Dr. William M. Dawson, Executive Director of ACUCAA will conduct the one-day seminar. Dr. Dawson, a former professor and theater director at the University of Wisconsin, is an accomplished arts administrator who has served as a consultant to the National Endowment for the Arts and has conducted over 75 training sessions for arts administrators across the country.

Association of College, University and Community Arts Administrators (ACUCAA) is an international organization for Arts administrators. As a service organization formed in 1957, it has developed an extensive series of seminars, workshops, conferences and publications serving the diverse needs of Arts administrators.

The seminar will be held at **Newark Symphony Hall**, a facility for the performance of dance, theater, and music.

The registration material is \$10. Please return form & fee by May 2, 1983 to NJSCA. You may photocopy the form for additional participants. Contact Kenneth B. McClain, New Jersey State Council on the Arts (609) 984-0283.

New Jersey State Council on the Arts will co-sponsor the seminar. The council provides financial support to New Jersey artists and arts organizations. Through its many programs, the Council serves the diverse needs of the State's





Planning & Publicizing A Cultural Event May 12, 1983 - 9 am - 5 pm

Registration Form

**Newark Symphony Hall
1020 Broad Street
Newark, NJ 07102**

Name & Title

Organization

Telephone (Business)

(Home)

Amount Enclosed
Co-sponsored by NJSCA and Newark Symphony Hall; in cooperation with:
ACUCA. Return form and fee to New Jersey State Council on the Arts,
109 West State Street, Trenton, NJ 08625.

NEWARK!

The Magazine of the Greater Newark Chamber of Commerce
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NEWARK BUSINESS AFTER HOURS

The April "Business After Hours" meeting at Newark's Symphony Hall, third in a series sponsored by the Greater Newark Chamber of Commerce, resulted in the largest turnout for such an event to date.

Newark's Symphony Hall, one of the city's most famous landmarks, has been recently redecorated, and provided a breathtaking atmosphere for the event. Tower Steakhouse in Mountainside provided a buffet worthy of a standing ovation, and World Airways generously supplied a round trip for two to California.

Over 500 attendees viewed exhibits displayed by five different firms and organizations in addition to a plethora of business cards exchanging hands.

"Business After Hours" is a concept initiated by the Chamber in 1982 as a low cost marketing tool, especially for small business firms. It creates an atmosphere of "sociability" in which all the participants openly solicit new customers and tout their products and services.

No one feels awkward or obtrusive since all attendees realize that the event is scheduled specifically for that purpose.

With regard to the Symphony Hall event, Linda Sweeney, Senior Vice President of Operations for the Chamber, felt that the "level of contacts made at the Symphony Hall program may have been the highest yet! Both large and small firms have been quick to take advantage of this new marketing concept with the composition of the attendees being both geographically and commercially diverse". The next "Business After Hours" is scheduled for Wednesday, June 22nd at the Holiday Inn North, Newark. We do hope that you take advantage of this low cost marketing concept and make every effort to be among the many successful firms which will be represented.